

## Feed the hungry

### Fulfilling a critical need in the community

K mart headquarters teamed up with its Detroit-area employees to raise more than \$45,000 for the 1983 "Feed the Hungry" campaign, according to Detroit Chamber of Commerce President Frank Smith.

Proceeds from "Feed the Hungry" were distributed to various agencies in Detroit and outstate Michigan that provide food to needy people.

A total of \$30,378.55 was raised for the drive between February and April from employees

of Detroit-area K mart, Kresge and Jupiter stores; the K mart Central Regional Office in Plymouth; Canton Distribution Center, and K mart Headquarters. K mart matched each dollar contributed by employees with 50¢, for a total corporate contribution of \$15,189.28.

K mart Chairman Bernard M. Fauber added, "The response to this program by K mart employees was highly gratifying. The generosity of our people reflects the 'K mart spirit.'"

Bernard M. Fauber, K mart Chairman, 4th from left, presents Detroit Chamber of Commerce President Frank E. Smith with a check for the "Feed the Hungry" program in the amount of \$45,567.83. Also in attendance are those who helped on the campaign, 1 to r, Harold E. Wilcox, Senior Vice President Management and Development, Lynn Jones, Personnel Assistant, Alan E. Weed, Director of Training, Management Personnel, and Harold C. House, General Manager of KIH.



## Portland K marts raise over \$7,000 towards March of Dimes

The nine Portland, Oregon K marts recently grouped together with R.F.D. publications in a major effort to benefit the March of Dimes. The stores came together to represent K mart in the Portland team walkathon. They were lead by co-team captains Terry Teiss, merchandise manager at K mart 4288, Portland and Georgie Holen, personnel manager at K mart 3430, Portland. Store representatives in each store helped in signing up 190 plus employees and family members to walk the 25 kilometers (15.3 miles). They helped in putting together the largest team in the local March of Dimes history. "The support given to the effort by store managers and employees was over whelming," says Georgie. "We had four store managers and their families, two merchandise managers and their spouses,

numerous assistants and untold number of employees and friends on our walk. Our district Manager W.R. Owen came along for 10 miles until blisters called an end to his effort."

The K3 departments were also represented. They had one apparel district manager, five department managers, two footwear district managers and numerous department personnel.

"Thanks to all of their efforts, we were able to raise over \$7,000 in pledges," says Georgie. In competition with other local teams K mart was number one in total number of walkers.

The stores, K mart 4288, 4455, 4435, 3430, 3477, 3275, 3025, 7167 and 4406 wish to challenge all other K marts in the U.S. to hit the road and help the March of Dimes in the fight against birth defects.

## Follow the blue light to the Cadillac K mart

K mart 9089, Cadillac, Michigan was in on the action when the Michigan Pro Rally came to town. It started when Assistant Managers Mari Martin, Bill Lauter and Denny Calkins entered K mart into the Pro Rally Parade, with the OK from Store Manager R.L. Smith.

The Pro Rally is a car race involving people from all over the world. Cadillac Michigan is sanctioned as one of the international sites for this event. In an effort to increase sales 9089 was taken to where the crowd was. What better way than with the blue light mounted in the back of a jeep?

Irene Campbell, Apparel Manager, was in charge of decorating the "Dixie" jeep. Our automotive department personnel hooked up a PA system on the jeep, on which Lauter announced specials of our upcoming Pro Rally Blue Light Night, as Martin drove. He was often drowned out by the chanting of the zealous K mart employees, Angie Edwards, Tina Nimeth, Teddi Barnes and Pat Nasko who rode in the back of the jeep. As mentioned before no event would be complete without the famous flashing Blue Light, which was placed in the jeep and led the way for the Pro Rally race cars.

A special thanks to Sporting Goods Manager Dale Sinclair who made available the four man raft that was used as our door prize on blue light night.

And a last thanks to the raving photographer Leslie Croskey (our Less Nessman) who stopped traffic to take the pictures.

From the reaction of the crowd the K mart jeep proved to be the excitement of the parade. Spectators followed the Blue Light right to the door, increasing sales thousands of dollars, the following night, the one we had been waiting for "Pro Rally Blue Light Night!" Another whopping success with the Blue Light at 9089.

The terrific success of this evening was due to the enthusiasm and loyalty of the entire staff here at the Cadillac K mart. We've got it and we've got it good.

"Dixie" the jeep, complete with the flashing blue light, led the way for the Pro Rally race cars and drew a following of spectators right to 9089's doors.

